

# Nathaniel W. Fuller

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## EDUCATION

**University of South Florida**, Bachelor of Arts, *Mass Communication/Public Relations Cum Laude*

**August 2009**

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## QUALIFICATIONS

A dedicated and driven professional with solid experience communicating effectively in both verbal and written formats. A high-energy, fast-paced communicator capable of providing results. A problem-solver with a passion for learning and developing new strategies to build long-lasting relationships. A positive, self-starter capable of inspiring and challenging others to achieve long-term success while personally functioning at the highest level of productivity. Areas of expertise and proficiency:

- **Public Relations Writing • Research • Strategy • Planning • Social Media • Associated Press Style • Presentations • Project Management • Problem Solving • Microsoft Office • Adobe Creative Suite •**
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## PROFESSIONAL EXPERIENCE

### **Public Affairs Intern, City of Tampa Mayor's Office**

**2/2009-5/2009**

- Wrote and edited the City of Tampa's annual progress report for the 2009 State of the City Address to be distributed to 5,000+ Tampa residents.
- Wrote official press releases from the Mayor's Office to be published on the City of Tampa's Web site, Tampagov.net.
- Managed audio and video clip library archive containing media coverage of the City's departments and initiatives on a daily basis.
- Researched, conceptualized and presented ideas for the implementation of Twitter as an effective communications tool for the City of Tampa—ideas adopted and official City of Tampa Public Affairs account launched, @TampaPAD.
- Updated media contact and distribution lists.

### **Account Executive, USF Bateman Competition Team, PRSSA**

**10/2008-5/2009**

- Managed team of five elite University of South Florida public relations students throughout an eight-month communications campaign for the Consumer Bankers Association.
- Oversaw three-month, implementation of a Tampa-based communications campaign that reached 1,000+ teens by increasing financial aid literacy and awareness among the campaign's target publics.
- Served as chief editor on all written and verbal communications, including all marketing collateral materials.
- Wrote 10-page campaign summary report to be delivered to the competition judges..
- Integrated social media tools to expand teen reach to an additional 500+ teens.
- Managed \$1,300 campaign budget to bring entire campaign in well under budget.

### **Director of Marketing, PRSSA, USF Walter E. Griscti Chapter**

**7/2008-5/2009**

- Led all public relations and marketing initiatives developed by USF chapter of the Public Relations Student Society of America.
- Managed member recruitment campaign during the 2008 freshman student orientation to reach 3,000+ incoming freshman students.
- Managed USF PRSSA brand at all USF student events to promote and build chapter membership.
- Played key role in USF Chapter receiving Plank Center for Leadership in Public Relations Ethics Advocacy Award—pitched story to campus and local media outlets.
- Designed a new USF Walter E. Griscti Chapter of PRSSA logo to align the chapter more closely with the University of South Florida.
- Delivered presentation on the use and benefits of micro-blogging platforms for public relations to 25+ professional members of the Tampa Bay Chapter of the Public Relations Society of America .

### **Marketing/Public Relations Intern, Museum of Science & Industry**

**2/2008-7/2008**

- Earned verbatim media placement in local daily publication for press release announcing The Rolling Stone's "Shine A Light" IMAX movie debut at MOSI.
  - Wrote and developed all collateral material available in the online press room for MOSI's Dinosaurs Alive! animatronic dinosaur exhibit to enable greater informational outreach to MOSI's guests.
  - Updated aging media kit for MOSI's Kids In Charge! children's science museum annex.
  - Wrote press releases and media advisories on MOSI's repertoire of programs, services and offerings.
  - Supported MOSI's membership and summer camp marketing initiatives during local trade shows.
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## HONORS/AFFILIATIONS/ACTIVITIES

- Florida Bright Futures Medallion Scholarship Recipient • Selected as Account Executive of 2009 USF Bateman Competition Team • National Society of Collegiate Scholars Recognized Scholar • College of Arts and Sciences Dean's List Scholar 2007-2009 • Member of USF Walter E. Griscti Chapter of PRSSA • Member of National PRSSA • Brazen Careerist Blogging Community Member • Stampede of Service 2009 Volunteer • 2009 Outback Steakhouse Pro/Am Charity Golf Tournament Volunteer •